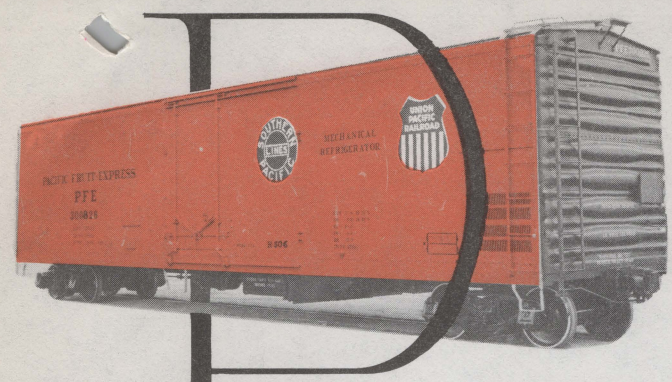

S. R.
JUL 8 1959

NEWS LETTER

PACIFIC FRUIT EXPRESS COMPANY
SAN FRANCISCO, CALIFORNIA

JUNE 1959

P.F.E. LOADINGS

	1959			1958		
	PFE Cars	Foreigns	Total	PFE Cars	Foreigns	Total
May	*25,143*	*2,464*	*27,607*	*26,797*	*1,029*	*27,826*
January-May	*129,574*	*9,578*	*139,152*	*136,014*	*10,071*	*146,085*

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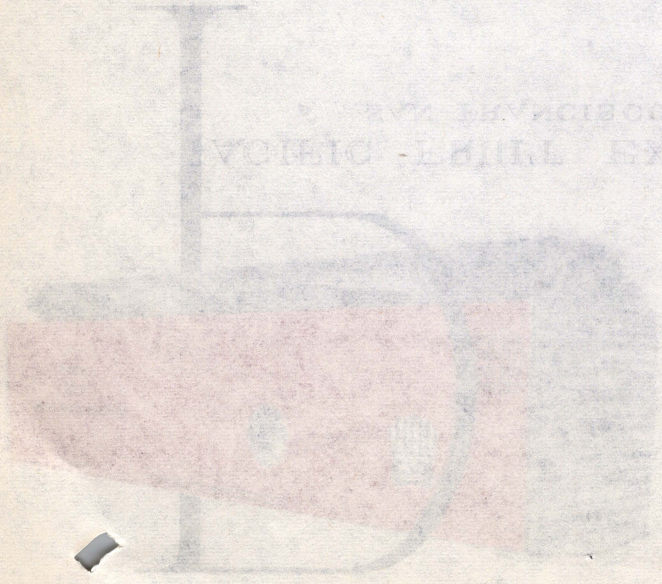
CAR SITUATION

Regardless of vigorous efforts on the part of Car Service Departments in San Francisco and Chicago to increase westbound empty tide of PFE and foreign cars through our Contract Lines' gateways, the movement developed slowly, and up to June 15th had not sustained the required daily volume, particularly via the El Paso-Tucumcari gateways. The failure to achieve the desired volume through these gateways was attributed to difficult power situations on the principal connecting lines as well as on our own Contract Lines.

As a result of the relatively light receipts at Tucumcari and El Paso, car supplies in the Southwest District were not built up adequately to protect peak loading periods in Yuma and Imperial Valleys, and spot shortages were experienced in those Valleys commencing June 11th and extending through June 16th.

With seasonal decline in Southwestern District loading now underway, diversions have been made in empty tide toward the Council Bluffs-Kansas City gateways which with the large number of foreign cars being turned to PFE service gives promise of an adequate empty tide via the Overland Route to protect the heavy loading in Northern California throughout July. However, with car supplies in Northern California now on little better than a day to day basis, a prompt and regular movement of empty reefers across our Contract Lines is essential to provide adequate protection of business offering during the next several weeks.

Of equal importance with the protection of shippers' requirements is the economic factor of maintaining maximum activity for PFE cars. The very thought of a car shortage, or the loss of business to competing railroads, or to trucks, is anathema to car distributors, local agents, and district agents alike, and it is natural



for them to try and hold surplus cars here and there as a safety measure. When it is considered, however, that with every idle car day there is a loss of approximately $5.32, it can be readily seen that by holding one or two cars in excess of needs at a hundred or more shipping points there is a loss of $500 to $1,000 per day involved. Therefore, it is of the greatest importance that those in the Car Service Department who are directly concerned with handling of empty reefers keep themselves well informed as to train service from their sources of supply and the general car situation in their territories so they may hold immediate supply of cars to the minimum affording safe protection. Particular attention might be given this feature in our off-line general agencies where considerable effort has been and is being made ever to increase the use of PFE cars for westbound loading of dead freight. It is understood in dealing with foreign lines, the same degree of efficiency as obtained on our own Contract Lines is difficult to expect, yet by close study of operating conditions within the district and by working closely in a friendly way with operating forces of those roads further improvement along these lines might be effected. Am sure that the efficient operation of our fleet of cars is of real interest to all of us --- not alone from the standpoint of earning our bread and butter, but as well in the pride of individual achievement.

CROP CONDITIONS

ALONG SOUTHERN PACIFIC -

Oregon: Is in its lightest loading season which will extend through July. The new pear crop is progressing satisfactorily and early indications are it will about equal that of last year. In the Klamath Basin there is still some frozen food held over from last year's production for which there is no present schedule for movement. Cold storage people advise they have prospects of heavy tonnage for storage this season, including frozen peas, berries, and other vegetables from the Northwest. Potato shipments out of cellars were completed on June 1st, with balance of remaining tonnage having been placed in cold storage. Storage holdings as of June 15th totaled 200 cars, including 180 cars of seed and 20 cars of commercial. Surveys of plantings made by U.S.D.A. indicate a possible increase in total acreage planted over last year. In the Willamette Valley there is the usual light movement of frozen foods and miscellaneous commodities.

In *Northern California* the Kern County potato movement was well over its peak by the 17th of June with shipments declining steadily thereafter. It appears crop will be about cleaned up by the 4th of July. Harvesting of Huron potato crop is in full progress and will continue through the month. Cantaloupe harvest commenced in the Arvin-Wheeler Ridge area during week of June 14th and reached peak proportions June 27th after which loading decreased steadily. Acreage is somewhat smaller than last year and yield is not as heavy due to hot weather hastening maturity before full sizes had been achieved. Cantaloupe acreage in the Fresno District extending from Huron-Coalinga area through Mendota, Firebaugh, and Dos Palos on the West Side, is somewhat heavier than last year. Harvesting commenced during week of June 22nd and shipments will increase steadily and should reach substantial proportions about July 1st. Peak shipments of plums and peaches from Bakersfield District were reached by the middle of June, with volume somewhat lighter than expected due to small sizes. Santa Rosa plums in the Fresno area had passed peak by June 17th, with loadings subsiding rapidly thereafter. Early Elberta peaches commenced harvesting during week of June 22nd, which with plums and nectarines should make for total tree fruit shipments of 35 to 40 cars daily from this district. In the Stockton District the Brentwood apricots started harvest about June 4th and by June 15th had passed peak with shipments dwindling rapidly after June 23rd. Plums in the Lodi District started moving on June 19th and will continue in increasing volume until early July. Tomatoes from the Modesto District will continue in steady volume until about the middle of July. In the

Sacramento District, Hillside plums started moving June 3rd and reached volume about the middle of June, declining thereafter to the point where harvest should be finished early in July. Pear shipments from the Hillside started in a small way the latter part of week of June 21st. Sacramento River pears are expected to start about end of the month, reaching a substantial volume shortly after July 5th and progressing steadily thereafter.

In the *Western District* Salinas lettuce is moving in heavy seasonal volume which will continue through summer with usual minor fluctuations in accordance with marketing conditions. Pear crop in Lake and Mendocino Counties is progressing satisfactorily and is estimated to produce shipments comparable to those of last year, or in the neighborhood of 1,000 carloads.

Southwestern District: Imperial Valley cantaloupe shippers enjoyed one of the best seasons in many years. Peak movement of cantaloupes was reached on May 31st, after which loading dwindled and harvest was completed on June 22nd; 1,222 cars were shipped compared with 598 for previous year. In Yuma Valley cantaloupe peak was reached on June 8th and held heavy volume through June 14th. Shipments dropped steadily thereafter and it now appears crop was practically cleaned up by end of month. Small acreages of cantaloupes in Salt River Valley, the Hyder area, Maricopa, Casa Grande, and Theba had produced an aggregate of around 400 shipments by June 24th. The potato and onion movement from Salt River Valley had passed peak by June 20th, and will continue to move in light volume into July. The harvest is expected to come to a close during second week in July. In territory west of Banning, the Chino Valley potato deal is getting underway and will increase steadily, reaching volume movement early in July. Citrus movement along Los Angeles Division is in full summer volume which will continue through the month and well into July. Other loading in this area will consist principally of summer vegetables in Oxnard and Guadalupe areas and the usual weekly banana imports at Los Angeles Harbor.

Vegetable harvests on the T&NO in the Rio Grande Valley, Tex-Mex, and Laredo areas are practically completed and shipments for remainder of June and into July will consist principally of miscellaneous items at a nominal daily volume.

ALONG UNION PACIFIC -

Utah-Idaho District: The 1958 crop of potatoes was disposed of early in June when all potatoes stored in air conditioned cellars had been moved. U.S.D.A. reports that of the 1958-59 crop, 7,267,000 CWT were processed for food as compared with 4,643,000 CWT during the crop season of 1957-58. This processing, along with slightly heavier cull-out in the late spring months of this year, resulted in a decrease in rail shipments for the season as compared to last year. Weather conditions during month of May were chilly, windy, and damp. Crop plantings, therefore, were delayed and there has been some frost damage to fruits and early planted vegetables. It is also thought there may be greater insect invasions this summer because of the weather. Water supply, while adequate along the Snake River, is very low in other areas, and some intended potato plantings in the Oakley and Arco-Moore-McKay areas may be curtailed.

Northwestern District: Loading in this district during the month of June consists primarily of frozen foods, cherries, and onions. The pea crop in the Pendleton-Lewiston areas, the bulk of which will be frozen, is reported to be in excellent condition and harvest got off to a good start early in June. Cherry harvest commenced in Yakima Valley about mid-June and shipping by rail got underway during week of June 22nd. The onion movement from Walla Walla District started in a small way latter part of June; however, the bulk of movement will take place during July.

Eastern District: Frozen food shipments from Missouri River centers picked up somewhat after a slow start and have ave-

raged two or three cars per day during latter part of month. There are a few carloads of mixed vegetables from the Denver area and some lettuce from Henderson, Colorado; canned goods and packing house products were moving rather slowly during early part of month but picked up slightly during latter part and a more numerous movement should occur in July.

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Serious and disabling personal injuries are still taking their toll among our employes.

While our record for 1959, as compared to 1958, shows a slight improvement in the frequency of injury cases, the results of injuries occurring so far this year will be permanent in one case and long disability for others as the result of fractured bones.

Total - 1 strained back
3 fractured feet
1 loss of an eye
1 fractured hand
1 fractured arm

Advertising by television, radio, newspaper, bill boards, etc. are the means of building and holding business. If companies don't advertise, they don't sell. Safety is no exception. It must be constantly brought to the attention of the users so they will not forget to use it and take advantage of its many benefits.

SAFETY is a product which offers such things as saving lives, happiness, prosperity, and freedom from pain and worry. "The Price is Right," it's free. Let's be good salesmen and increase our "safety sales."

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A Safety Note

Safety practices and devices sometimes work in both directions to a person's advantage. An example of it occurred recently when one of our Company cars, with three occupants, traveling about 55 MPH on an open freeway, was struck for some unknown reason from the rear by another car greatly exceeding that speed. The two PFE men in the front seat had their safety belts on and were undoubtedly saved from severe injury by the safety belts when the front seat snapped backwards from the force of the collision. Thus the seat belts in this case served as protection in a reverse way.

PLAY IT SAFE -- USE YOUR SEAT BELTS IN COMPANY CARS AND IN YOUR OWN PRIVATE CAR!!

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PFE now has in service two experimental "load divider" cars; namely, PFE 301212, equipped with Pullman device, and PFE 301211, equipped with Equipco device.

The Pullman-Standard "compartmentizer" has proved to be satisfactory in service and comments from shippers are favorable to the functioning of this installation. The Pullman-Standard people have redesigned their "compartmentizer" for refrigerator cars to better meet PFE requirements with regard to locking rails and locking methods. This new design will be installed in PFE 301209 in the near future.

PFE 301211 with the Equipco "load divider" installed has made one trip loaded eastbound with frozen food and westbound with steel office furniture. In each case consignee expressed satisfaction with condition of loads at destination.

PFE 301210 is now being equipped at our Los Angeles shop with a Preco "load divider" and it is expected this car will be released for service during week of July 13th.

All of these experimental devices are of the double-gate design which, for PFE service, will be more satisfactory than the solid-gate design, particularly when handling merchandise westbound.

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The Management extends congratulations and best wishes to the following PFE employes who reached service anniversaries with our Company during the month of June 1959:

45 YEARS SERVICE

A. T. Storm	AGM's Office	Chicago

35 YEARS SERVICE

E. L. Gleason	General Agency	Chicago
J. R. Brown	AGM's Office	Chicago
Thorold White	Agency	Salt Lake City
Manuel Valenzuela	Agency	El Paso
D. Bobe	Agency	New Orleans
John Lout	Ice Plant	Los Angeles
Charles H. Ollson	Ice Plant	Los Angeles

30 YEARS SERVICE

R. L. Gray	Traffic Department	Chicago
L. R. Dunker	Agency	Marysville
Jose Gutierrez, Sr.	Agency	El Paso
Frank H. Squire	Agency	Los Angeles
Francisco C. Alvarez	Car Dept.	Roseville
Harold Bolin	Car Dept.	Roseville
Horace Bolin	Car Dept.	Roseville
Thomas R. Elliott	Car Dept.	Roseville
J. J. Logan	Ice Plant	Las Vegas
George R. Goodell	Ice Plant	Los Angeles

25 YEARS SERVICE

H. L. Luxford	Agency	Minneapolis
Emil Habluetzel	Store Dept.	Roseville
James O. Cushman	Car Dept.	Los Angeles
Pedro J. Gabaldon	Car Dept.	Los Angeles
Fred L. Lopez	Car Dept.	Los Angeles
Alejo Perez	Car Dept.	Los Angeles
Virgil C. Haines	Car Dept.	Nampa
Orbie E. Robinson	Car Dept.	Nampa
Americo M. Carpineta	Car Dept.	Roseville
James S. Crabb	Car Dept.	Roseville
Henry Fischer	Car Dept.	Roseville
Rollie Hayws	Car Dept.	Roseville
Louis D. Mereto	Car Dept.	Roseville
John W. Milton	Car Dept.	Roseville
Milton A. Moore	Car Dept.	Roseville
John B. Odgers	Car Dept.	Roseville
Stanley E. Ogden	Car Dept.	Roseville
Carl Pinola	Car Dept.	Roseville
Ray Posehn	Car Dept.	Roseville
Nick Riolo	Car Dept.	Roseville
K. D. Osborne	Ice Plant	Bakersfield

20 YEARS SERVICE

Paul McManimie	Ice Plant	Council Bluffs
Raymond I. Pickinpaugh	Ice Plant	Council Bluffs

15 YEARS SERVICE

J. W. Janesofsky	Agency	North Platte
H. A. Marin	Agency	Eugene
Manuel Anguiz, Jr	Agency	Yuma
Jesus M. Frescas	Agency	El Paso
Eugene S. Tyson	Car Dept	Nampa
Pete J. Lucchesi	Car Dept	Roseville
Juan E. Valencia	Car Dept	Tucson
Jose Tamayo	Car Dept	North Platte
Hozzie C. Harp	Ice Plant	Colton
Frank H. Katzenstein	Ice Plant	Council Bluffs
Robert Carter	Ice Plant	Fresno
C. M. Alday	Ice Plant	Tucson

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The following PFE people have recently retired from our service and to each of them we extend our best wishes for a long and happy retirement.

Wade McLellan	Carman	Colton
Elbert T. Miller	Carman	Nampa
Jesse D. Powell	Carman	Colton
William S. Simpson	Shift Foreman	Visitacion

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'Temptation, unlike opportunity, knocks more than once. It's also easier to recognize.'

-- Pathfinder

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CHAS. AHERN
Vice President & General Manager